

# Be WISE About KING SIZE

Ask yourself...  
Do you have *all* this with  
your *present* cigarette?

- Clean, fresh taste after smoking
- Full enjoyment of food
- Freedom from cigarette cough
- Mouth and throat comfort
- All day smoking enjoyment



If you answer "NO" to ANY of these questions—  
**IT'S TIME TO CHANGE TO PHILIP MORRIS!**



*Thousands are switching to PHILIP MORRIS King Size! Because this King gives them every good thing they want in a cigarette.*  
That's why... it's time for you to change to PHILIP MORRIS. Your taste can tell...  
your throat can tell that PHILIP MORRIS, King Size  
or Regular, is America's finest cigarette.



## CALL FOR PHILIP MORRIS

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8409— S.M. DTS-7-24

